



**MOBILIZING COMMUNITY FOR
HOME EFFICIENCY
JOB CREATION**

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BOB WEATHERWAX

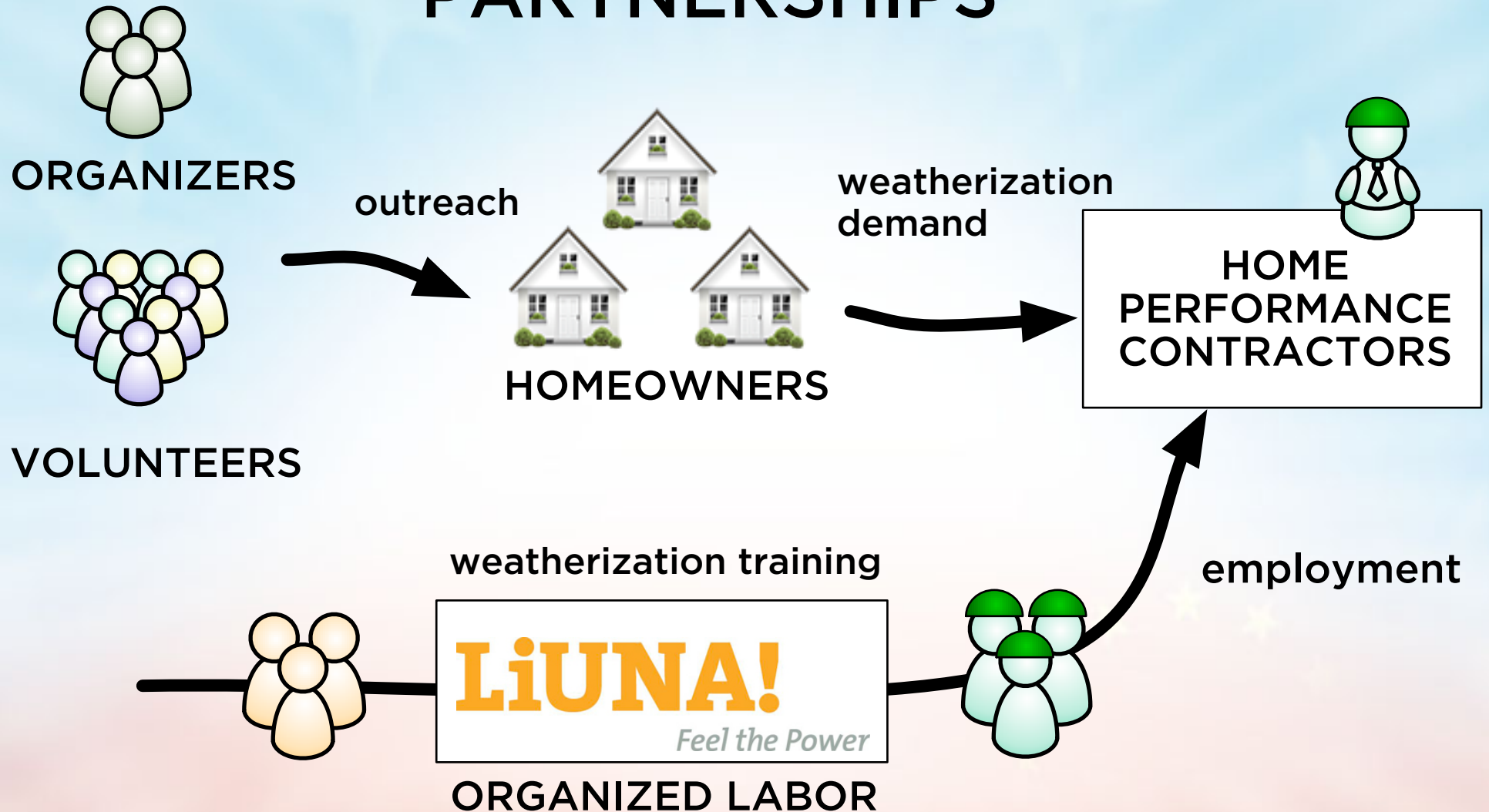
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EFFICIENCY JOB CREATION MODEL PARTNERSHIPS



ORGANIZING APPROACH

STRATEGY:

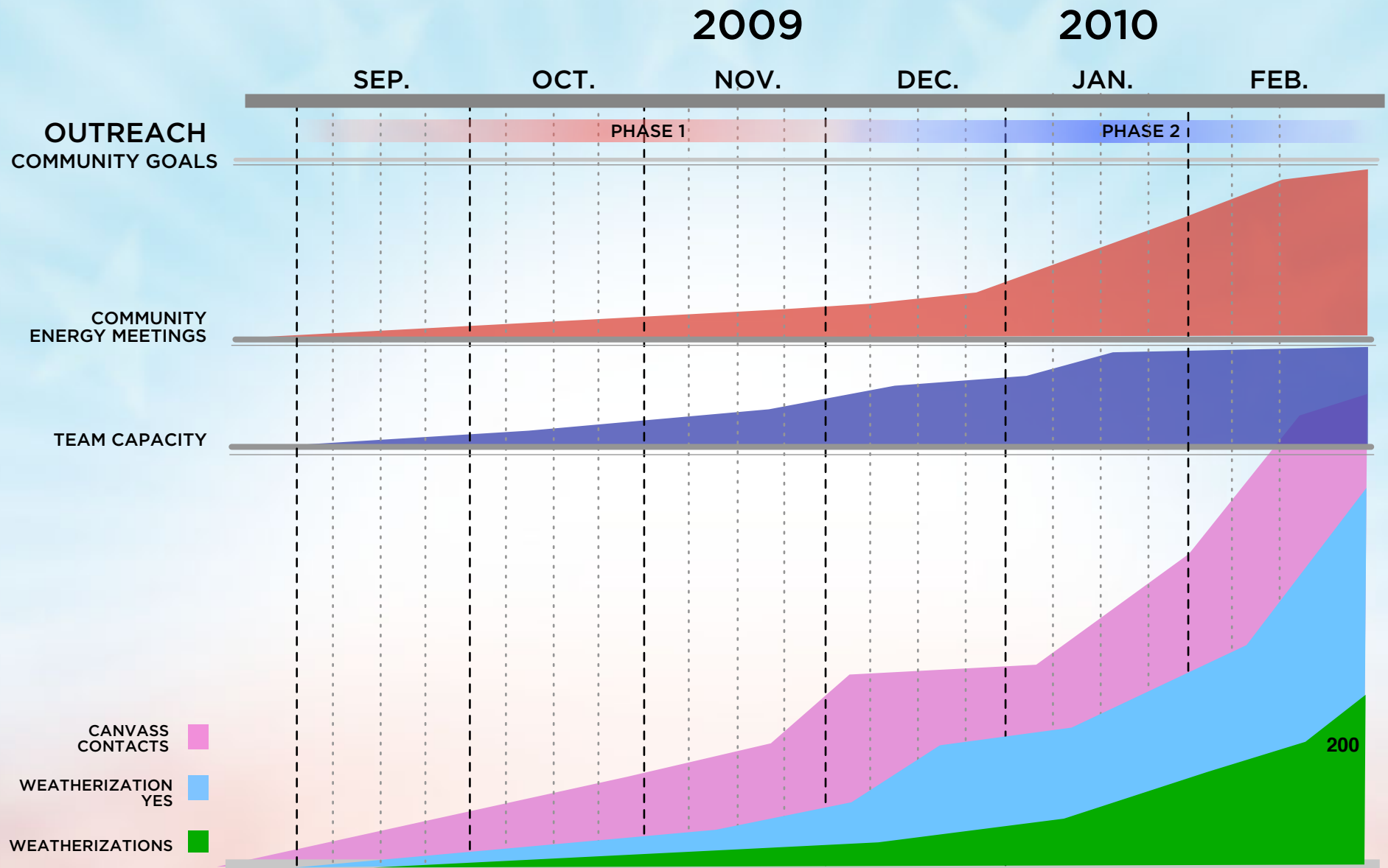
- Inspire homeowners to build a movement of folks investing in weatherization together
- Employ offline and online strategy

TACTICS:

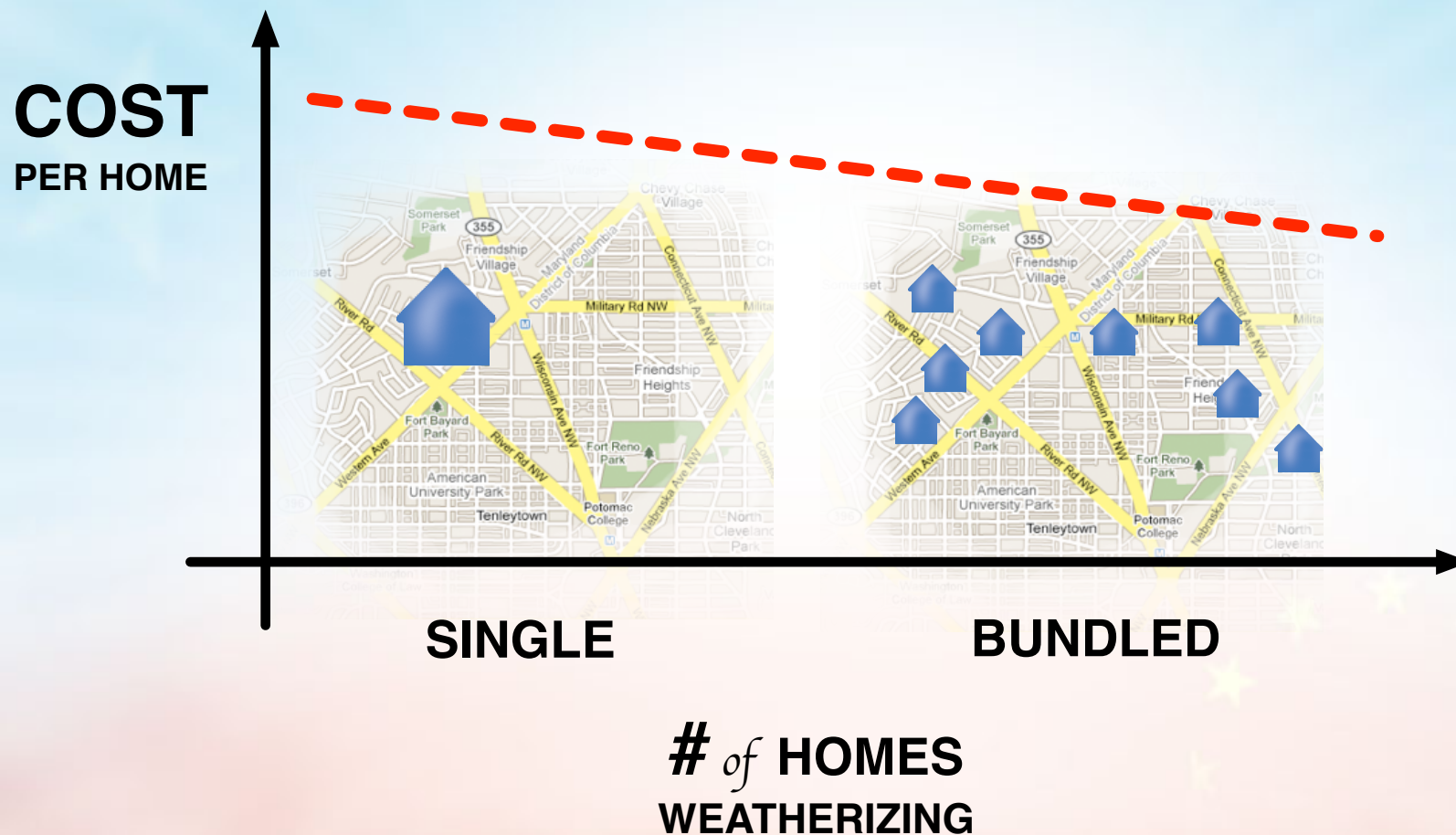
- Community canvasses
- Direct connection: one-on-ones
- Home and community energy meetings
- Personal networks and existing community groups
- Neighborhood listserves and blogs
- Storytelling
- Meticulous data collection and management



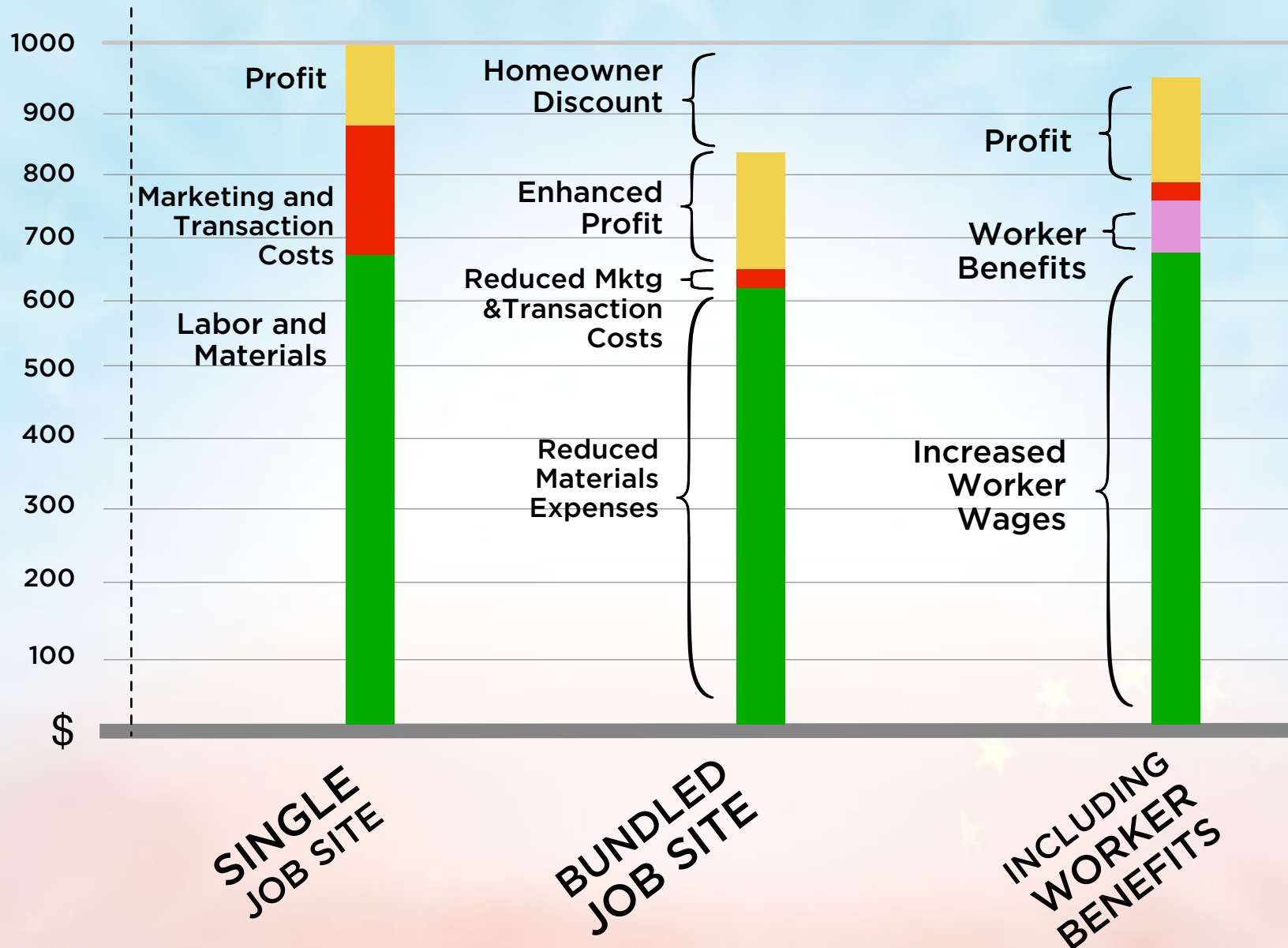
Pilot Timeline



MOBILIZING ECONOMIES OF SCALE

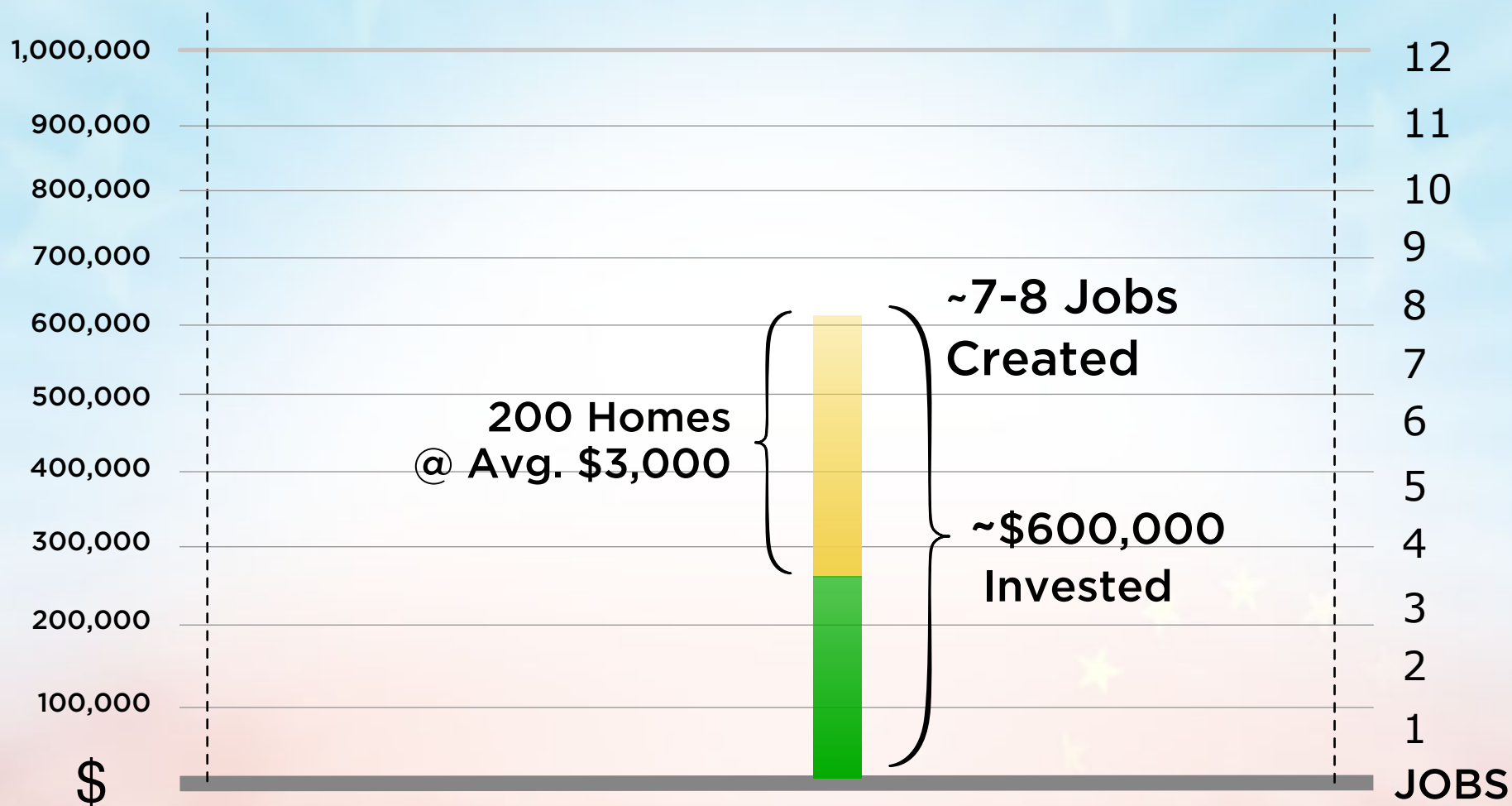


MOBILIZING VALUE



MOBILIZING INVESTMENT CREATING JOBS

(6 month pilot period revenue)



CHALLENGES:

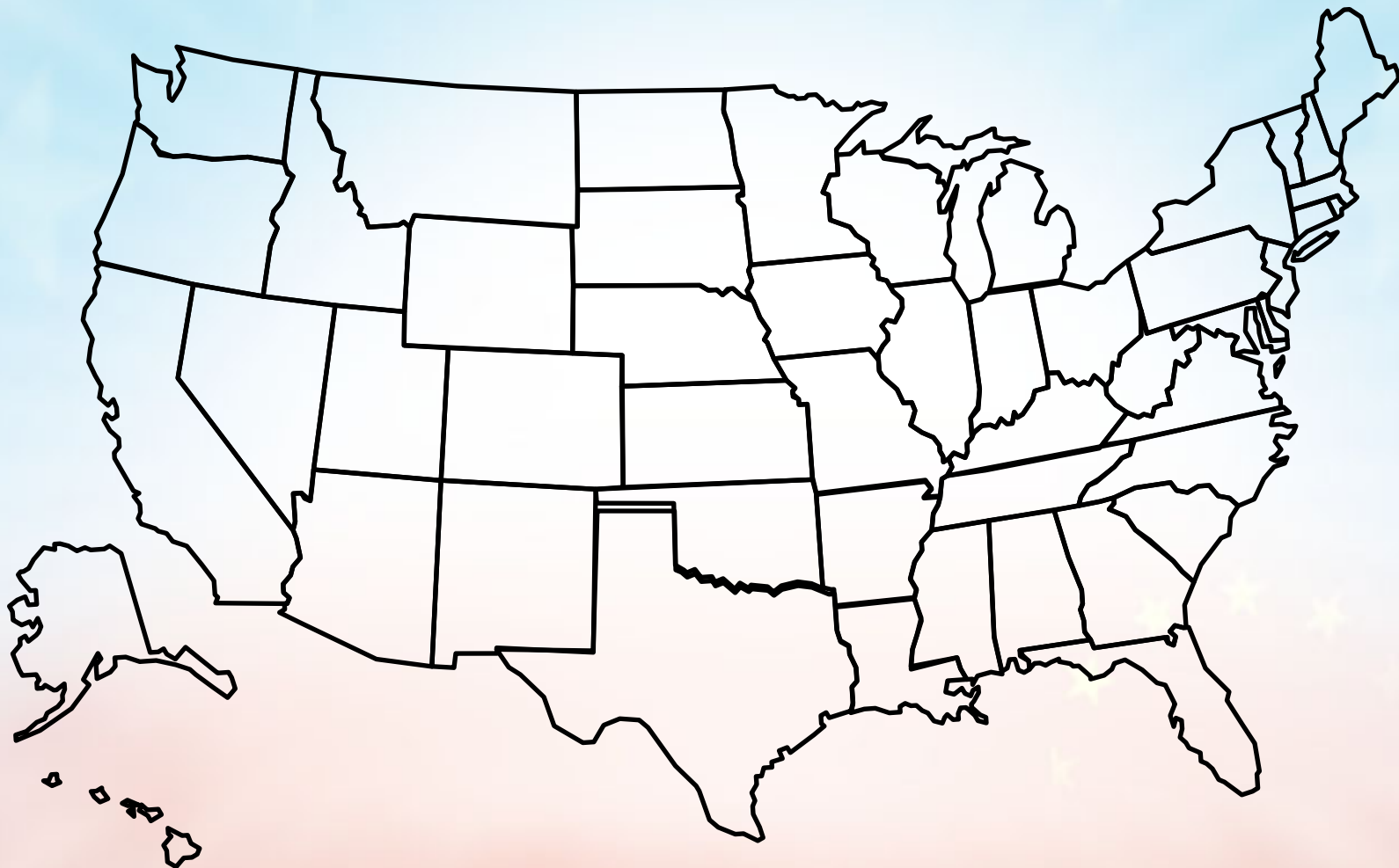
- 1. Access to capital**
- 2. Volatile market space: Home efficiency**
 - various programs / institutions
 - incentives and rebates
- 3. Still figuring it out**
 - we're essentially conducting market research
 - trying to integrate systems
 - establishing business rhythms

OPPORTUNITIES:

- 1. Lasting Community Infrastructure**
- 2. Data = Analytics = test & refine process**
- 3. Process Innovation**
 - enhanced marketing and communications
 - enhanced / streamlined business models
 - enhanced community-based enterprise models
- 4. Product Innovation**
 - take this model to new industries, ie. food and ag
 - leverage finance, volunteerism, serve more demographics
- 5. Workforce Development Innovation**

weatherize DC

MOBILIZING COMMUNITY





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Never doubt that a small group of thoughtful,
committed citizens can change the world.
Indeed, it is the only thing that ever has.

-Margaret Mead



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